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09/236,886	01/26/1999	CHIHARU HIRONO	7217/57620	9853

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EXAMINER
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GOOD JOHNSON, MOTILEWA

ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

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**BEFORE THE BOARD OF PATENT APPEALS  
AND INTERFERENCES**

Paper No. 32

Application Number: 09/236,886  
Filing Date: January 26, 1999  
Appellant(s): HIRONO, CHIHARU

\_\_\_\_\_  
Jay H. Maioli  
For Appellant

**EXAMINER'S ANSWER**

This is in response to the appeal brief filed 01/20/2004.

**(1) *Real Party in Interest***

A statement identifying the real party in interest is contained in the brief.

**(2) *Related Appeals and Interferences***

A statement identifying the related appeals and interferences which will directly affect or be directly affected by or have a bearing on the decision in the pending appeal is contained in the brief.

**(3) *Status of Claims***

The statement of the status of the claims contained in the brief is correct.

**(4) *Status of Amendments After Final***

The appellant's statement of the status of amendments after final rejection contained in the brief is correct.

**(5) *Summary of Invention***

The summary of invention contained in the brief is correct.

**(6) *Issues***

The appellant's statement of the issues in the brief is correct.

**(7) *Grouping of Claims***

Appellant's brief includes a statement that claim 1 does not stand or fall together and provides reasons as set forth in 37 CFR 1.192(c)(7) and (c)(8).

**(8) *Claims Appealed***

The copy of the appealed claims contained in the Appendix to the brief is correct.

**(9) *Prior Art of Record***

**(10) Grounds of Rejection**

The following ground(s) of rejection are applicable to the appealed claims:

***Claim Rejections - 35 USC § 112***

Claim 1 is rejected under 35 U.S.C. 112, first paragraph, as containing subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

Claim 1 recites the limitation of a correspondence determination section. Examiner finds insufficient support in the specification for the claimed feature.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1 is rejected under 35 U.S.C. 103(a) as being unpatentable over Dunworth et al., U.S. Patent Number 5,930,474, "Internet Organizer for Accessing Geographically and Topically Based Information", class 709/217.

An per independent claim 1, an information displaying system including a server apparatus . . . comprising: information displaying means . . . ; Dunworth et al. discloses,

col. 19, lines 46-57; display commanding means . . . ; Dunworth et al., col. 18, lines 60-67; first data storing means for storing map drawing element data . . . ; Dunworth et al. discloses image map file, col. 13, lines 7-19; second data storing means for storing said geographical location and for storing first attribute information . . . ; third data storing means for storing advertisement data and second attribute information corresponding to said advertisement; Dunworth et al. discloses a geography database, a yellow pages database, and a local content database, figures 2A-2C and a geographical search engine, col. 18, lines 39-54; and map drawing command means . . . for searching a geographical location corresponding to said identification code pre-assigned to said information displaying means . . . ; and advertisement display commanding means for accepting said commanding signal. . . Dunworth et al. discloses in figures 2B, 5 and figure 14, element 1430; advertisement display commanding means comprises: a correspondence determination section. . . ; and an advertisement searching section . . . and wherein said information displaying means displays both said map information and said advertisement information . . . ; Dunworth disclose sin figure 2C and col. 10, lines 19-30.

However, it is noted that Dunworth fails to disclose an identification code per se. Dunworth discloses in col. 1, lines 47-51, information exchanged over the Internet is often encoded to define document content information and other sites on the Internet. It would have been obvious to one of ordinary skill in the art at the time of the invention that said encoding of content information would constitute an identification code.

**(11) Response to Argument**

Applicant's arguments filed 01/20/2004 have been fully considered but they are not persuasive.

Applicant argues that Dunworth fails to suggest an advertisement being displayed with a map selected by a user after a correspondence between first attribute information and second attribute information is found by a correspondence determination section. Applicant states that in Dunworth et al. the user selects a geographical location and is presented with topical information, which can be obtained from a Yellow Pages List Description database. Furthermore, states that the user in Dunworth selects from the list and the topical information associated with the geographical location is presented to the user, and no other alternative system is taught.

Dunworth discloses a yellow pages database including information which relates to a topic or subtopic, i.e. business category, selected by the user, which further includes information such as address, phone number, fax number, E-mail and miscellaneous information, such as advertisements associated with, or related to, a selected topic, col. 10, lines 19-30. Dunworth discloses a yellow pages query and retrieval to provide the requested information by the user when the user request associated information, col. 16, line 48 – col. 18, line 9. A yellow pages configuration database stores a template which is configurable based upon the type of information available and the information includes an advertisement graphical image with a header

Art Unit: 2672

field which designates the template parameters used to construct the HTML page for the display of the information, col. 17, lines 48-67.

Applicant's specification discloses the advertisement database stores information correlated with a map linked from a home page of a business category, page 15-16 and further discloses in specification that field information represents the dependency of the advertisement name and the related information for the map displayed, page 17.

Dunworth discloses a geographic database which includes map fields, col. 20, lines 21-43, local content database that includes name fields and title fields, col. 23, lines 30-67, and a yellow pages database that includes phone and fax fields, e-mail fields, bullet fields, and a label URL field to provide advertisement or other information which is presented to the user and further that fields may be included within other fields, col. 25, lines 55-57. It is therefore inherent that if the field information may be included in other fields, they are correlated or have a mutual or reciprocal relation between each other.

Furthermore, Dunworth discloses information displaying means, col. 5, lines 46-47, display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation . . . Dunworth discloses depending upon a user's desire displaying an entry from the geographic database, and further assigning the parameters each associated with a numerical reference, col. 11, line 51- col. 12, line 22, to generate the appropriate geographic view. It is inherent that in generating an HTML page, code is used to display the appropriate information for display.

Dunworth discloses first data storing means for storing map drawing element data corresponding to geographic location, (a geographic database and an image map file, cols. 10-13); Dunworth discloses second data storing means for storing said geographical location and for storing first attribute information so that said geographic location and said first attribute information correlate with said identification code. . . (a local content database, which a user may query based upon the geographic information, col. 14 – col. 15, line 52); Dunworth discloses third data storing means for storing advertisement data and second attribute information (yellow pages database which includes information such as advertisements, col. 15, line 53- col. 18, line 9)

Dunworth further discloses map drawing command means for accepting said command signal . . . for searching a geographic location corresponding to identification code pre-assigned to said information displaying means from said second data storing means . . . and controlling said information displaying means to draw map information; (relationships between the multiple databases and executable files used and search engines to access the databases within the system, the image map program communicates with the geography database, and the yellow pages database in conjunction with the geographical search engine to generate the HTML page and the local content engine communicates with the local content database as well as the yellow pages database, col. 18, lines 10-58)

Dunworth discloses advertisement display commanding means comprises: a correspondence determination section for determining a correspondence relationship . . . ; and an advertisement searching section for determining said second attribute



information corresponding to said commanding signal . . . and said information displaying means display both said map information and said advertisement information. . . (a user selects the appropriate geographic area and changes to topical references using the image map reference and that the topical searches are merged with geographical searches, col. 9, lines 10-27, once the topic information is selected accessing a yellow pages database including information which relates to a topic or subtopic, i.e. business category, selected by the user, which further includes information such as address, phone number, fax number, E-mail and miscellaneous information, such as advertisements associated with, or related to, a selected topic, col. 10, lines 19-30)

Dunworth further discloses a yellow pages query and retrieval to provide the requested information by the user when the user request associated information, col. 16, line 48 – col. 18, line 9, and the yellow pages configuration database stores a template which is configurable based upon the type of information available and the information includes an advertisement graphical image with a header field which designates the template parameters used to construct the HTML page for the display of the information, col. 17, lines 48-67.

For the above reasons, it is believed that the rejections should be sustained.

Application/Control Number: 09/236,886  
Art Unit: 2672

Page 9

Respectfully submitted,

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Art Unit 2672

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March 18, 2004

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